

PROJECT NUMBER: 4024
PROJECT TITLE: Japan Product Development
PROJECT LEADER: S. B. Nelson
PERIOD COVERED: June, 1989

I. LARK 1989 PROGRAM

- A. Objective: To optimize the subjective acceptance of the Lark family while retaining the Lark character.
- B. Status: Top-line results of the following two Lark Super Lights PMI Tests were reviewed:
- o Current Lark blend versus GLC-3 blend both @ 9.0 mg/cigt. FTC Tar.
 - o Current Lark blend @ 9.0 mg/cigt. FTC Tar versus GLC-3 blend @ 7.0 mg/cigt. FTC Tar

The current Lark and GLC-3 blends at 9.0 mg/cigt. FTC Tar were equally preferred and rated. In the second test the current Lark blend at 9.0 mg/cigt. FTC Tar was directionally preferred and rated over the GLC-3 blend at 7.0 mg/cigt. FTC Tar.

The Danchi test results of the Lark blend/tar evaluations were received and analyzed. The results indicate there was not statistical difference between the current Lark and GLC-3 blends on the liking scale. In addition, there was no difference on the liking scale between Lark at 15.5 and 14.0 mg/cigt. FTC Tar.

II. CHESTERFIELD

- A. Objective: To develop an 11 to 12 mg tar American blended product.
- B. Status: Top-line results of the second PMI test of Chesterfield (GLC-3 Blend with B Flavor System) versus Lucky Strike were received. The results indicated that Lucky Strike was preferred and rated better than the Chesterfield model.

Field work was initiated on a Danchi test to evaluate two alternative blends for Chesterfield. Results are expected the week of July 3rd.

III. ULTRA LIGHTS

- A. Objective: To develop an ultra light product for the Japanese market.
- B. Status: The Danchi test to evaluate two ultra lights models -- Mount blend and "E" at 4.5 mg/cigt. FTC Tar levels were received and analyzed. The two models were equally rated on the liking scale. However the "E" blend was rated as stronger, more irritating than the Mount blend.

IV. PM LIGHTS

- A. **Objective:** To evaluate alternative types of expanded tobaccos for the current blend.
- B. **Status:** The Danchi test to evaluate alternative types of expanded tobaccos -- DIET and BFET -- as a replacement for the current FODET in the PM Lights blend was received and analyzed. There was no difference in liking ratings between the FODET and DIET models. However, the BFET was rated lower and statistically different than FODET and DIET.

V. CARBOWAX REPLACEMENT

- A. **Objective:** To evaluate alternative plasticizers for the replacement of carbowax.
- B. **Status:** The Danchi test results of triacetin replacing carbowax in PM Super Lights were received and analyzed. There was no statistical difference in liking ratings between the control with 6% carbowax and 40 mg carbon and the following models:

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|----|------------------------------|
| #1 | 3% Triacetin and 40mg carbon |
| #2 | 6% Triacetin and 40mg carbon |
| #3 | 6% Triacetin and 52mg carbon |